

Date Prepared: July 25, 2000

COURSE OUTLINE

 New x Revised

Effective Date: August 21, 2000

1. **COURSE PREFIX NUMBER:** HRI 270 **CREDIT HOURS:** 3
2. **COURSE TITLE:** Strategic Lodging Management
3. **PREREQUISITES:** HRI 154 and ACC 115 or equivalent.
4. **COURSE DESCRIPTION:** Presents lodging management principles, focusing on strategic planning as the foundation for operational effectiveness. Synthesizes management practices which can be used by entry-level, mid-level, and executive management. Prerequisites: HRI 154 and ACC 115 or equivalent. Lecture 3 hours per week.
5. **CONTENT:** (Major Headings)
 - a. This course consists of the study of lodging management principles, focusing on strategic planning as the foundation for operational effectiveness. The course evolves into a synthesis of management practices that can be used by entry-level, mid-level, and executive management.
6. **GENERAL COURSE OBJECTIVES:**

Upon successful completion of the course, the student will be able to

- a. Describe the typical environment of a contemporary hotel, including the sensory attraction, cycles and pace, scope of operations, and competitive nature.
- b. Explain the intangible nature of service and translate service into a merchantable commodity.
- c. Relate concepts of ownership, profit, and service.
- d. Demonstrate an understanding of strategic planning.
- e. Demonstrate the ability to set goals and objectives.
- f. Demonstrate the ability to formulate a strategic plan.
- g. Discuss elements of organizational design, including departmentalization, authority, coordination, and functional organization.
- h. Relate typical meetings as they support interdepartmental coordination.
- i. Discuss concepts of staffing as related to the strategic plan.
- j. Relate concepts of motivation, job satisfaction and performance.
- k. Analyze hotel communications relative to outcomes attainment.
- l. Describe leadership traits, behavior, and styles.
- m. Compare organizations relative to leadership.
- n. Discuss the control function of management.
- o. Explain financial aspects of control, including forecasting, business plans, and the control cycle.

p. Identify management excellence as defined by outstanding practices.

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